

Fig. 2

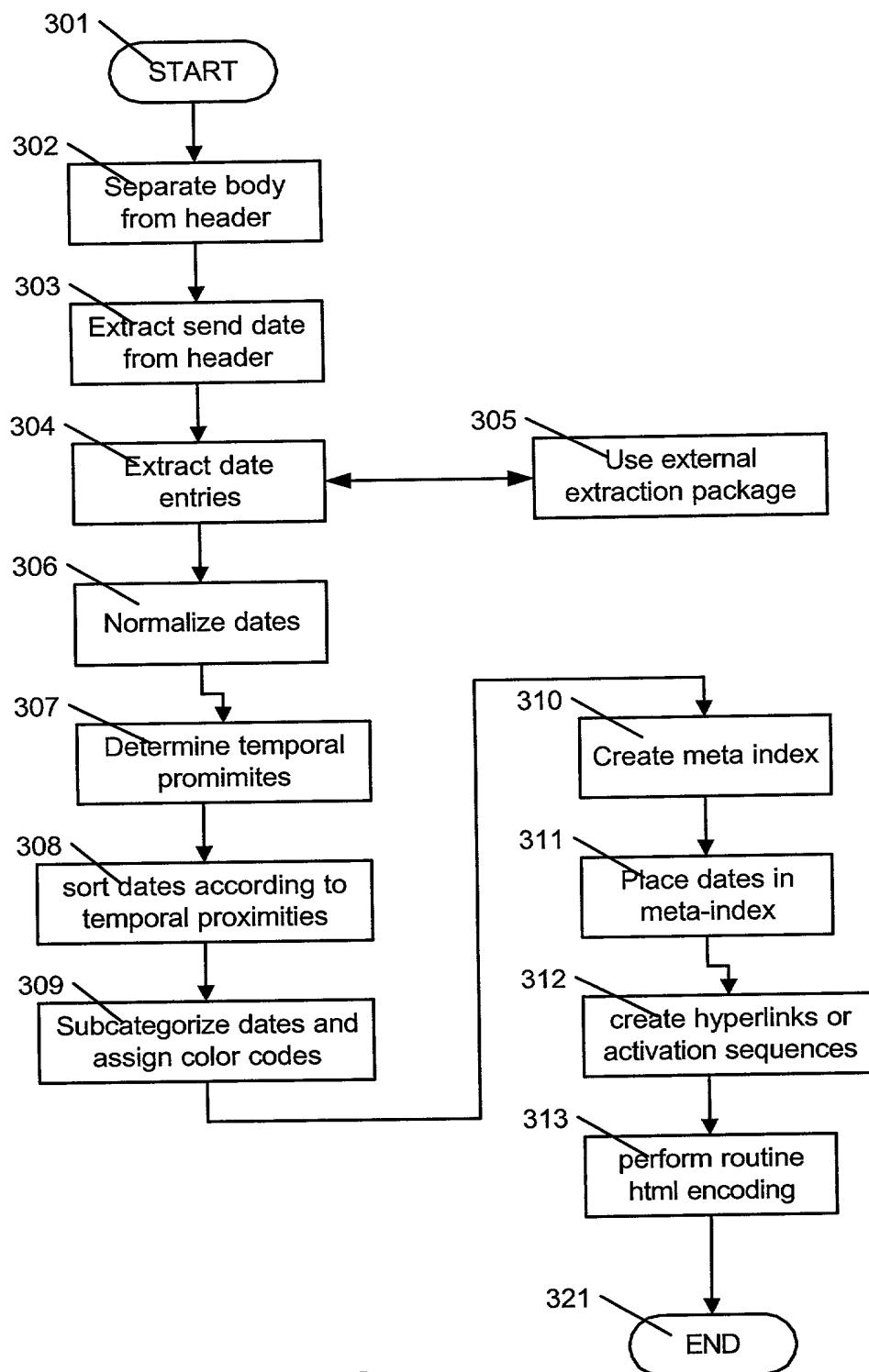


Fig. 3

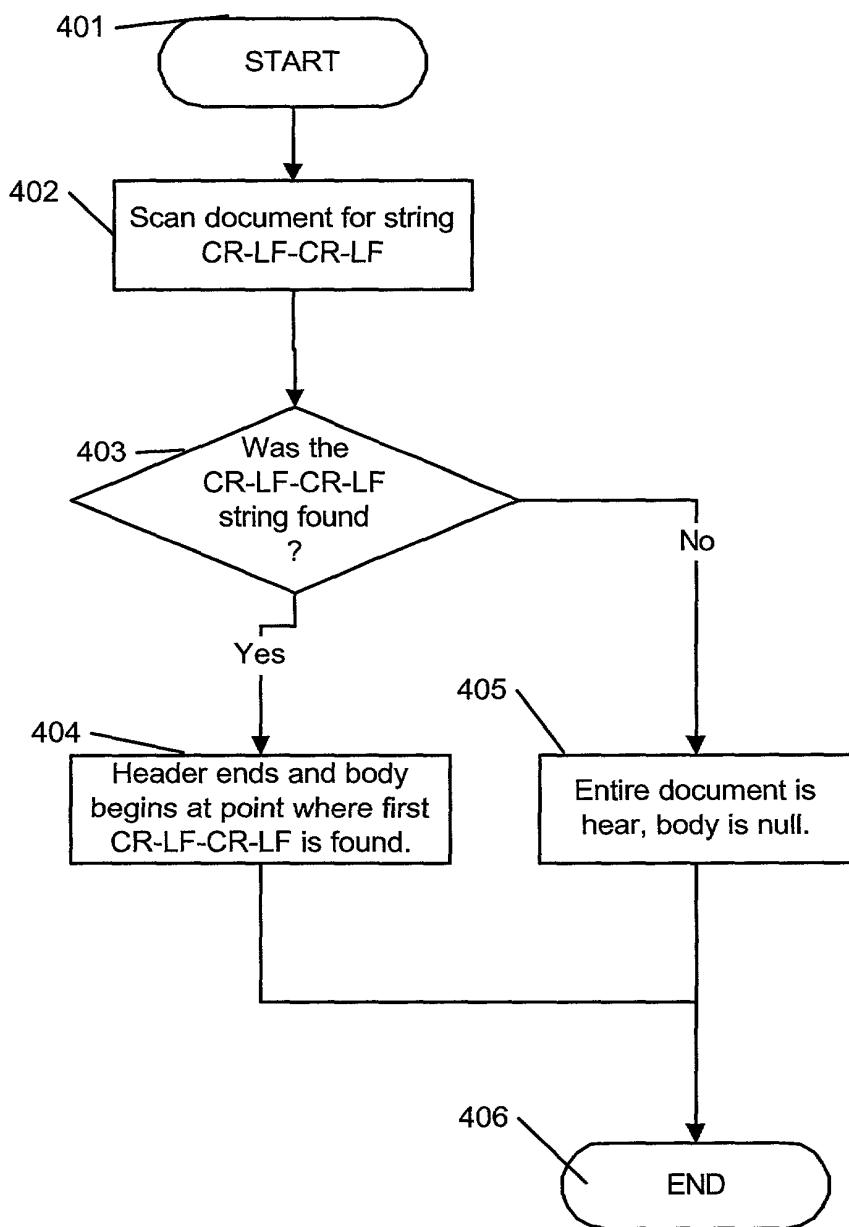


Fig. 4

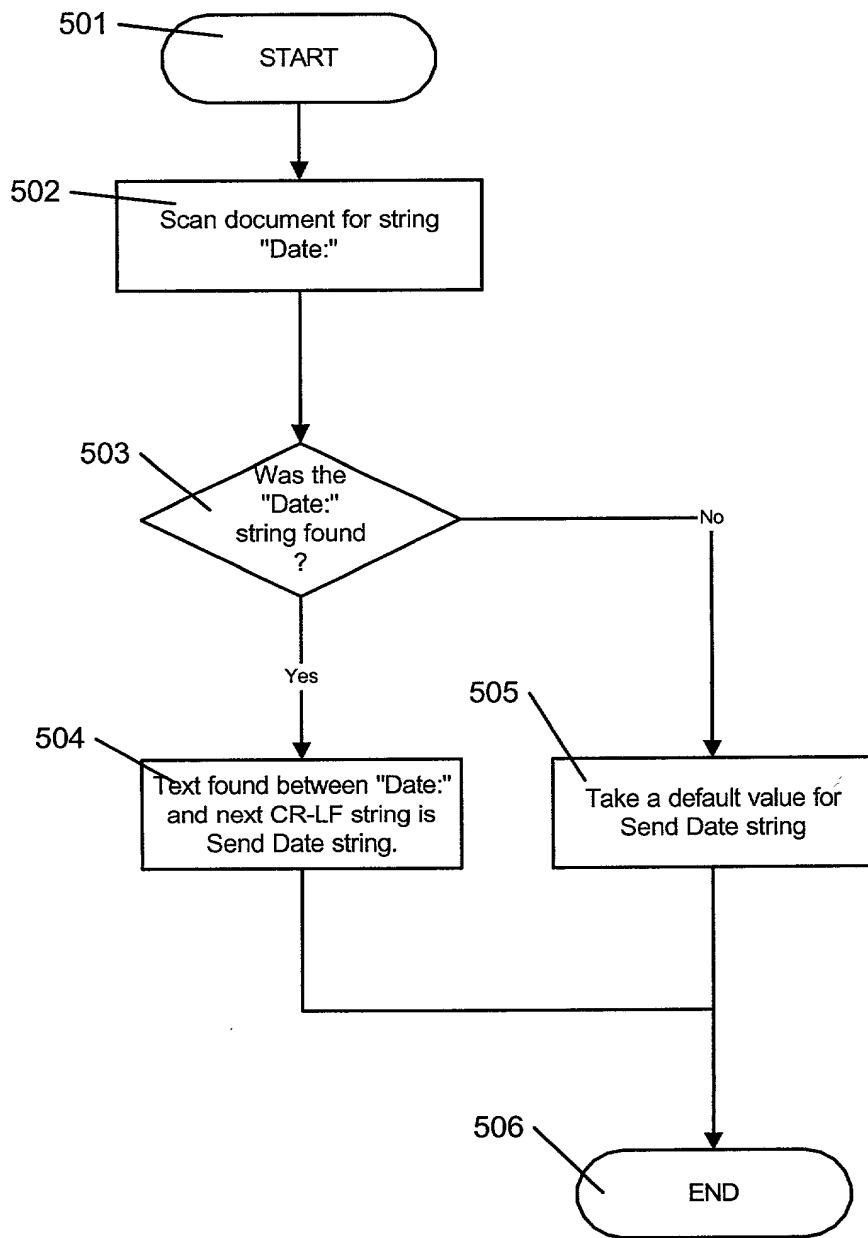


Fig. 5

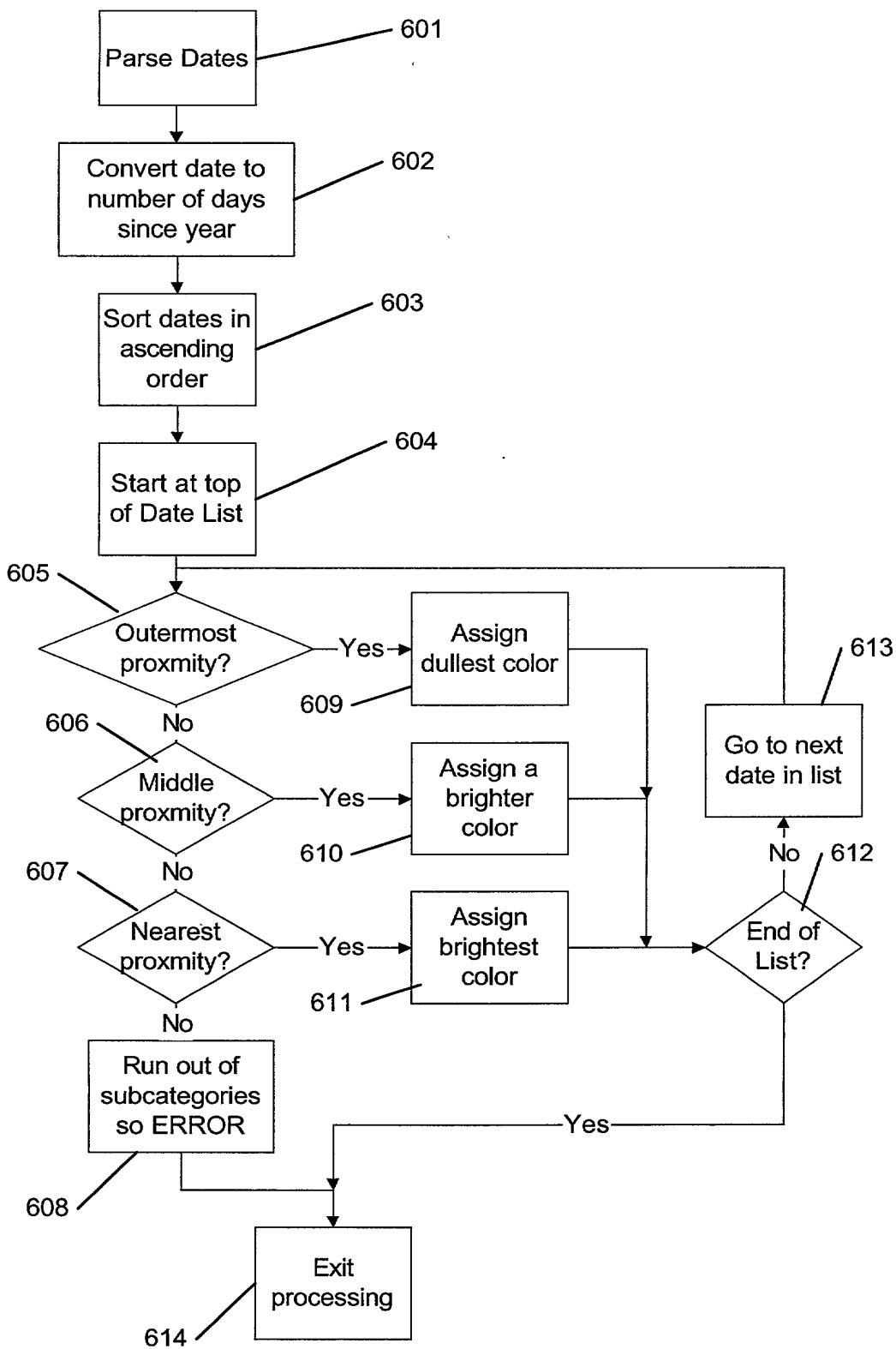


Fig. 6

<i>In this message</i>	810	Document Software Strategies Analysis
Dates	811	Vol. 3, Number 13 - April 13, 1998 - copyright (c) 1998 by <u>CAP Ventures</u>
Email addresses		Bill starts off this week with a look at some of the big trends that will be shaping your business over the next three to five years. Specifically, he looks at communications infrastructure changes, and at how they tie into the planning of vendors selling products that create, manage, or deliver content.
Phone numbers	812	Mary is back this week with a collection of smaller topics of interest to our readers. She starts off with a look at the recent <u>Documentum</u> announcements, looking at them both in terms of what they say about <u>Documentum</u> and what they might tell us about document management in general. She also brings you up-to-date on KREF (Knowledge management Reference model EFfort) and XML developments.
URLs	813	We will not be publishing the <u>DSS</u> Analysis next week -- we'll be back in your mailbox during the week of April 27. ← 820
People	814	Write or call if you have questions or want to talk. Bill is editor of this weekly service -- his e-mail address is <u>Bill_Zoellick@capv.com</u> . Telephone is (303) 449-3134. ← 821
Organizations	815	This material is copyrighted. We give each of our clients permission to distribute this e-mail publication internally. -- the <u>DSS Staff at CAP Ventures</u>

Fig. 7A

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815

Content and Connectivity

I want to use the word "content" in a very general sense. Not just as in "content management" -- but as a general term for all the "stuff" that your products manage -- scanned images, text, web pages, tables, XML, whatever. Next week we can go back to using the word in its more restricted form, having to do with "web stuff" -- but this week I need it as a big, general term.

Virtually all of our vendor clients sell software that focuses on content in some way -- authoring it, managing it, finding it, converting it, viewing it.. Consequently, we typically write to you about matters that relate to content -- XML for example.

But -- and here is the point of this week's essay -- looking ONLY at content keeps you from seeing the bigger picture and understanding what is behind all of this CHANGE in the way we handle and use content. Said another way: understanding the forces that are driving change in our content-focused businesses requires looking beyond content.

WHY "CAUSE" IS IMPORTANT

That all sounds pretty abstract, and so it's worth spending some time to explain why this is important. It has to do with predicting future developments. If you could identify the two or three things that were really driving all of the big, long term changes in the ways businesses are using content, then you'd be in a better position to analyze and track these key "drivers" and make some educated guesses about what the next change will be, and maybe even when it might happen.

For example, I have recently been spending a lot of time looking at the changes in the markets for electronically based transactions -- the new style of EDI that uses web-based technologies. I have been trying to answer questions like, "Just how fast will paper based

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Fig. 7B